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# Are QR Codes simply a fad or do they add value to the mobile user?

IWMW 2009 – University of Essex

28<sup>th</sup> July 2009

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andyransden



eatbath-present



jiscqr

# The JISC Project: Objectives

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Research question: what potential does a QR code offer as a learning technology?

	<i>A measure of success</i>
Exploring educational uses of QR codes	Critical evaluation
Developing a community of practice	Get a number of institutions to discuss and share experiences
Implementing practical uses	Case Studies, overall report and SWOT (style) analysis.



# The workshop story

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QR Codes are they a fad?

1. What is a QR Code?
2. How do we create or read them?
3. How are they being used in T&L?
4. How might we use them – Group Presentation?
5. What issues spring to mind about their use?
6. In your opinion, are they a fad - Individual?



<http://www.flickr.com/photos/89509548@N00/496717386/>

# who has accessed a QR code?

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- Why?
- How?
- What?

# what is a QR code?

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A QR Code effectively and efficiently connects the physical world and the electronic



A **QR Code** is a matrix code (or two-dimensional bar code) created by Japanese corporation Denso-Wave in 1994. The "QR" is derived from "Quick Response", as the creator intended the code to allow its contents to be decoded at high speed. QR Codes are common in Japan where they are currently the most popular type of two dimensional codes.

An ever increasing number of tasks can be achieved using a QR code. The core ones are,

- Link to web site
- Send an sms to a phone
- Transfer a phone number
- Provide more text

# what is involved?

- QR Code Generator
- A task / activity which is appropriate for a small screen device

- Camera phone
- Good connectivity
- QR Code Reader
- Money



A QR Code Generator  
<http://qrcode.kaywa.com>

A QR Code Reader  
<http://www.tigtags.com/getqr>

The following example, illustrates scanning a QR Code, adding it to your favourites and accessing the web site:  
<http://www.bath.ac.uk/lmf/download/26048>

# Scanning a QR Code

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See video ....

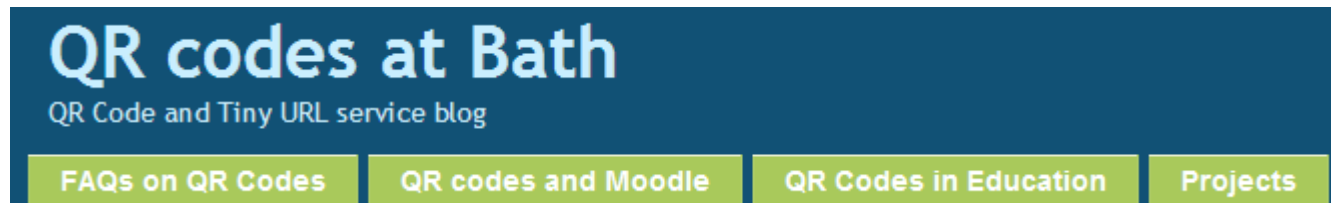
## Installing on your Phone

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<http://www.tigtags.com/getqr>



# QR Codes in T&L



	QR Codes only	QR Codes with other tools
e-Admin	<ul style="list-style-type: none"><li>● Inclusion within web pages (bookmarking)</li><li>● vCard / Office Hours</li></ul>	<ul style="list-style-type: none"><li>● Subscription to a rss news feed<ul style="list-style-type: none"><li>● Sign up for SMS news alerts using QR codes</li></ul></li><li>● Within library catalogue</li></ul>
e-Learning	<ul style="list-style-type: none"><li>● Handbooks linking to online resources<ul style="list-style-type: none"><li>● JIT content in lectures (links, slides etc.,)</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Classroom formative feedback</li><li>● Augmented reality gaming</li><li>● Video (youtube) user guides<ul style="list-style-type: none"><li>● Campus / Library Inductions</li></ul></li><li>● Appended to Moodle print outs</li></ul>

<http://blogs.bath.ac.uk/qrcode>

# Improving the feedback loop



<http://blogs.bath.ac.uk/casestudies>

Use QR Codes to improve the feedback loop through reducing the barriers involved in a person commenting on a poster or exhibit. Use of the QR Code facilitates the effective completion of the task on a phone.

# Look no pens (part 1)

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Sloman, John, 1947-  
Publisher: Financial Times Prentice Hall,  
Publication date: 2008.  
ISBN: 9780273710370

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What's this?

# rss subscription (scan & go)

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<http://www.mobile-learning.blog-city.com/>



[http://www.mobile-learning.blog-city.com/read/qr\\_codes.rss](http://www.mobile-learning.blog-city.com/read/qr_codes.rss)

# physical & virtual gaming

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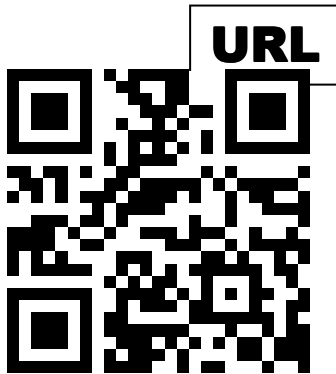
<http://www.flickr.com/photos/jazzybam/sets/72157615487815373/>

# Are students aware of QR Codes?

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- Do you know what a QR Code is?
  - Yes: 13.8%
  - with 95% confidence interval, then 12.34% - 15.26% of total student population are aware of QR codes.

Sample Size: 1800 students (17% FTE)



<http://opus.bath.ac.uk/12782>

- Have you accessed a QR Code?
  - Yes: 2.2%
  - with 95% confidence interval, then 1.58% - 2.82% of total student population have accessed a QR code.
- The most common action was
  - Web site – 33 responses
  - Read more text – 28 responses
  - Phone a number – 19 responses
  - Send a pre-written SMS – 12 responses?

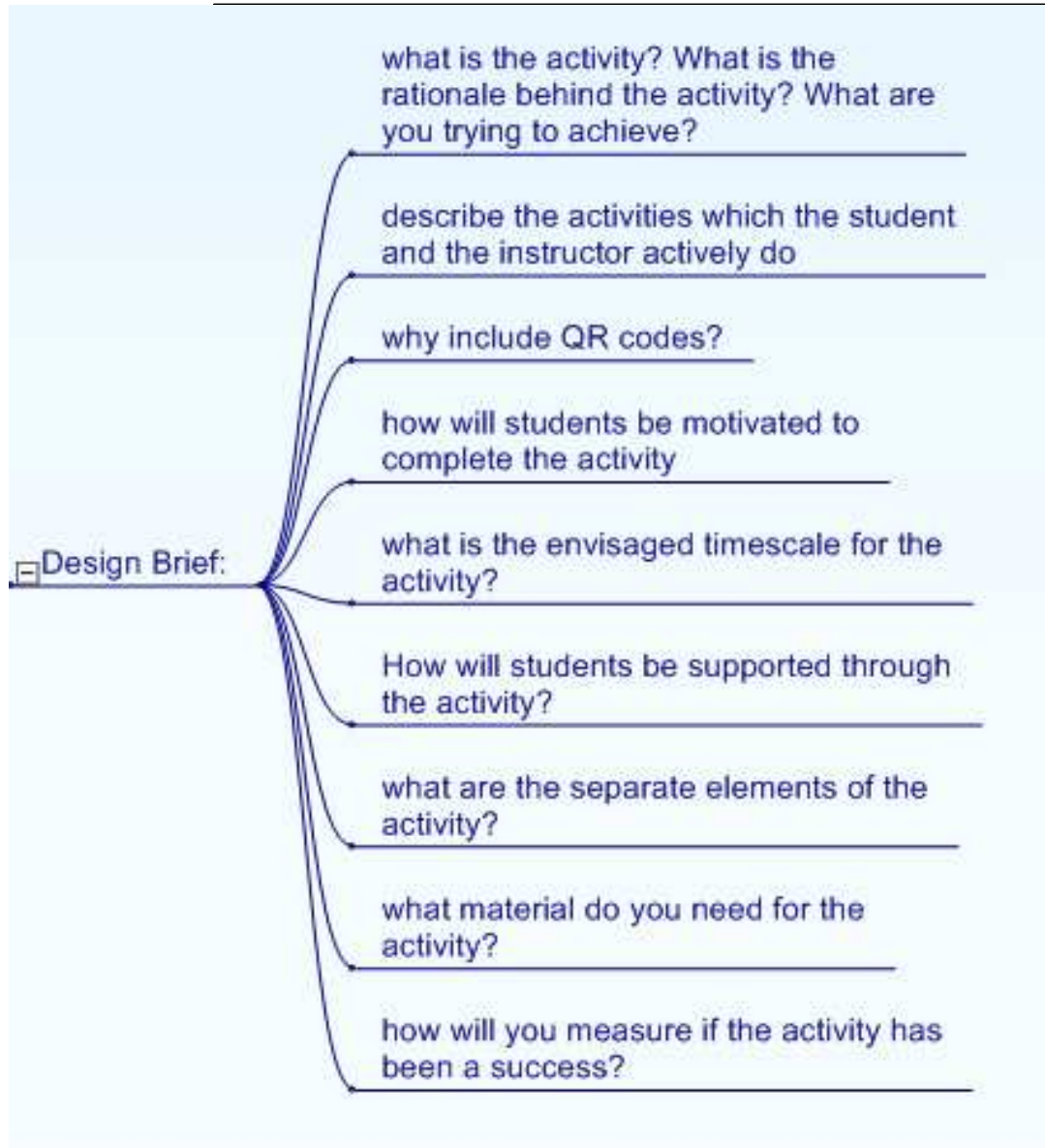
Are people able to use QR Codes?

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**84% - scanned**

**63% - can install a reader**

# How might you use QR Codes?



Group activity:

- Presentation (powerpoint) – how you are going to use QR Codes
- Develop a story board for an activity / task
- Create the QR Code (s)

MindGenius®



try them out ...

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# Issues & Anxieties

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What do you foresee as a barrier to the use / adoption of QR Codes?

# Vote

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Do you think QR Codes add significant value to the mobile user?

Caveat ... this is to the extent that you'd strongly support prioritising resources to create and support the implementation on QR Codes on your online materials?



TXT: 07624 804 921

lwmw yes

or

lwmw no

# thank you

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